

AT A REGULAR MEETING OF THE BOARD OF SUPERVISORS OF ROANOKE COUNTY, VIRGINIA, HELD AT THE ROANOKE COUNTY ADMINISTRATION CENTER ON TUESDAY, SEPTEMBER 23, 2003

ORDINANCE 092303-8 TO AMEND SECTION 30-93. SIGNS OF THE ROANOKE COUNTY CODE

WHEREAS, the Roanoke County Planning Commission held a work session and public hearing on the proposed sign ordinance amendments on April 1, 2003; and

WHEREAS, the Board of Supervisors of Roanoke County held a work session and public hearing on May 27, 2003, and referred this matter back to the Planning Commission for review; and

WHEREAS, the Planning Commission held a work session and public hearing on this matter on September 2, 2003; and

NOW, THEREFORE, BE IT ORDAINED by the Board of Supervisors of Roanoke County, Virginia, as follows:

1. That Section 30-93. Signs of the Roanoke County Code be amended to read and provide as follows:

SEC. 30-93. SIGNS.

Sec. 30-93-1. Purpose.

(A) These regulations are intended to define, permit and control the use of signs. They have been established by the board to achieve the following community goals and objectives:

1. Protect the health, safety, and welfare of the public.
2. Promote the economic growth of Roanoke County by creating a community image that is conducive to attracting new business and industrial development.
3. Distribute equitably the privilege of using the public environs to communicate private information.

4. Permit reasonable legibility and effectiveness of signs and to prevent their over-concentration, improper placement and excessive height, bulk, density, and area.
5. Promote the safety of persons and property by requiring that signs not create a hazard due to collapse, fire, decay, or abandonment.
6. Ensure that signs do not obstruct fire-fighting efforts, and do not create traffic hazards by confusing or distracting motorists or by impairing drivers' ability to see pedestrians, obstacles, or other vehicles or to read traffic signs.
7. Provide for the reasonable advertising of business and civic products and services, with recognition of the effects of signage on the character of the community.
8. Control visual clutter, and encourage high professional standards in sign design and display.
9. Establish clear procedures for the administration and enforcement of this ordinance.

Sec. 30-93-2. Permitted Signs.

(A) Any sign displayed in Roanoke County shall be comply with:

1. All provisions of the Roanoke County Zoning Ordinance; and,
2. All applicable provisions of the Uniform Statewide Building Code and all amendments thereto; and
3. All state and federal regulations pertaining to the display of signage.

(B) If any two (2) or more sections of the above referenced regulations are in conflict, the provision that provides the most restrictive standard shall apply.

Sec. 30-93-3. Exempted Signs.

(A) The following signs shall be exempted from regulation, and may be displayed within Roanoke County without obtaining a sign permit. However, an electrical permit shall be required for any sign requiring or incorporating electrical service:

1. Official traffic signs or similar regulatory devices, identification, directional or any other signs owned, erected and maintained by a duly constituted governmental body.

2. Signs required to be displayed or maintained by law or governmental order, rule or regulation.
3. Memorial tablets or signs, provided they are displayed by a public or quasi-public agency.
4. Directional signs provided that each such sign does not exceed ~~five (5)~~ **three (3)** square feet per sign, ~~and no such sign shall contain any advertising matter.~~
5. Street address signs, not exceeding ten (10) square feet in size.
6. Non-illuminated signs, not more than three (3) square feet in area warning trespassers or announcing property as posted.
7. Signs displayed on a truck, bus, or other vehicle while in use in the normal conduct of business. This section shall not be interpreted to permit the parking for display purposes a vehicle to which a sign is attached or the use of such a vehicle as a portable sign.
8. Flags and insignias of any government except when displayed in connection with commercial purposes.
9. On-premises real estate signs in residential or agricultural zoning districts not exceeding five (5) square feet in area, or on-premises real estate signs in commercial or industrial zoning districts not exceeding sixteen (16) square feet in area. On-premises real estate signs larger than these exempted allowances may be installed as temporary signs in accordance with Section 30-93-8(B).
10. Clocks that display time and temperature through the use of mechanical means or the controlled display of lights, provided these devices do not display any other message.
11. Political campaign signs provided that they are located outside of the public right-of-way, and are removed within fourteen (14) days after the campaign.
12. Signs displayed between Thanksgiving and Christmas associated with the sale of Christmas trees and wreaths.
13. Signs on the inside of establishments, except those signs specified in Sections 30-93-4(A)5. and 7., which shall not be excluded.
14. On-premises agricultural product signs associated with the seasonal

and/or incidental sale of such products on property where the primary land use is residential or agricultural, provided such signs do not exceed four (4) square feet in area.

15. Signs that are displayed by or promote civic, religious, educational or charitable organizations or causes, provided such signs are displayed no longer than thirty (30) days per calendar year.

Sec. 30-93-4. Prohibited Signs.

(A) The following signs are prohibited within Roanoke County:

1. Any sign that due to its size, location, color, or illumination obscures a sign displayed by a public authority for the purpose of giving traffic or safety instructions or directions.
2. Any sign that contains or consists of pennants, ribbons, spinners, or other similar moving devices.
3. Any sign, except an official public notice, which is nailed, tacked, posted, or in any other manner attached to any utility pole, or structure supporting wire, cable, or pipe; or to public property of any description.
4. Any sign located within a public right-of-way, except for signs displayed by a duly constituted governmental authority.
5. Flashing or revolving lights, or beacons intended to direct attention to a location, building or service, or any similar device otherwise displayed that imitates by its design or use, emergency service vehicles or equipment.
6. Any sign that simulates an official traffic sign or signal, and which contains the words "STOP," "GO," "SLOW," "CAUTION," "DANGER," "WARNING," or similar words.
7. Any sign or portion thereof that rotates, or otherwise moves through the use of electrical or wind power. This prohibition does not include the changing of messages on electronic message boards.
8. Signs advertising activities or products that are illegal under federal, state, or county law.
9. Any sign that obstructs any building door, window, or other means of egress.
10. Any electrical sign that does not display the UL, ETL, CSA, or ULC label, unless such sign is constructed, installed, and inspected in accordance

with Section 30-93-9(B).

11. Signs or sign structures that are erected on, or extend over, a piece of property without the expressed written permission of the property owner or the owner's agent.
12. Any sign that due to its size, location or height obstructs the vision of motorists or pedestrians at any intersection, or similarly obstructs the vision of motorists entering a public right-of-way from private property.
13. Portable signs.
14. Roof signs.

Sec. 30-93-5. Sign Permits.

- (A) Except as provided in Section 30-93-3, no sign may be erected or displayed in Roanoke County without an approved sign permit. Applications for a sign permit may be obtained from the Roanoke County Department of community development. Signs that are not visible from a public right-of-way do not have to conform to the provisions of Section 30-93-13, *District Regulations*, and the square footage of such signs shall not be included when calculating allowable signage on a lot.
- (B) Any owner of a parcel of land upon which a sign is to be displayed, or any authorized agent of such owner may apply for a sign permit.
- (C) Every application for a sign permit shall include a sketch of the property indicating the lot frontage. The application shall also indicate the square footage of all existing signs on the property, and the area, size, structure, design, location, lighting, and materials for the proposed signs. In addition, the administrator may require that the application contain any other information that is necessary to ensure compliance with, or effectively administer, these regulations.
- (D) A non-refundable sign permit fee is due and payable with the filing of a sign permit application. More than one sign on one building or group of buildings located on the same parcel of land may be included on one application provided that all such signs be applied for at one time. ~~A single temporary sign permit may be used for more than one temporary sign or for up to four (4) thirty day display periods per calendar year, provided the temporary signs requested are for the same business.~~
- (E) After the issuance of an approved sign permit, the applicant may install and display any such sign or signs approved. Once installed, the administrator may inspect the sign(s) for conformance with the approved sign permit and this ordinance. If

the displayed sign(s), due to size, location, height, or number do not conform to the information on the approved sign permit, or the applicable standards of this ordinance, the administrator shall notify the applicant in accordance with Section 30-21.

(F) Any sign permit issued shall be null and void if any sign for which the permit was issued is not installed in accordance with the permit within six (6) months of the date the permit was approved.

(G) Maintenance, repair, or restoration of nonconforming signs shall be in accordance with Section 30-93-11. If the value of such work exceeds fifty (50) percent of its replacement value, it shall only be authorized after the approval of a sign permit application.

(Ord. No. 042799-11, § 1d., 4-27-99)

Sec. 30-93-6. Measurement of Sign Area and Distances.

(A) Sign area shall be calculated as follows:

1. The area of a suspended, attached, or projecting sign, where the letters, numerals, or symbols are on a sign surface which is hung or affixed to a structure, shall be the total area of the hung or affixed surfaces.
2. The area of an attached sign where the sign consists of words, symbols, or numerals painted on or affixed to a wall, fence, or other building element shall be the entire area within a continuous perimeter enclosing the extreme limits of each word, group of words, symbol, numeral, groups of symbols, or groups of numerals, where the symbols or numbers are meant to be read as a unit.
3. The area of a freestanding sign shall be the total area of all surfaces (excluding poles or other support structures) visible from the public right-of-way. For double or multi-faced signs, only the area of surfaces visible at any one time, at any one point on the public right-of-way shall be measured when calculating sign area.
4. The area of monument-type freestanding signs shall be determined by (1) the size of the copy area, (2) visual breaks in the structural components of the sign, and/or (3) variation in the monuments color scheme.

(B) The minimum separation between freestanding signs shall be the shortest distance between two (2) signs, measured in a straight line.

(C) In situations where these criteria do not provide guidance in determining sign area or minimum separation the administrator shall make the determination.

Sec. 30-93-7. Calculation of Allowable Sign Area on Corner Lots.

- (A) On corner lots, the front shall be either (a) the side fronting the street providing major access, or (b) the side which the main entrance of the structure faces. In situations where neither of these methods clearly distinguishes the front, the administrator shall make a determination.
- (B) For commercial or industrial uses, the front shall not be a primarily residential street.
- (C) On corner lots where a building or buildings face more than one street, sign area shall be allowed for front lineal footage as indicated in the district regulations, and for one-half the side street frontage, provided:
 - 1. The side street does not front on a primarily residential area;
 - 2. Sign area as determined by each frontage is placed only on the frontage from which it is determined.

Sec. 30-93-8. Temporary Signs.

- (A) Any person wishing to display a temporary sign must apply for a sign permit pursuant to Section 30-93-5. Except as provided in subsections (B) and (C) below, pertaining to real estate and construction signs, temporary signs shall comply with the following standards:
 - 1. Each business or use on a lot shall be allowed to display a one (1) temporary sign a maximum of four (4) times per at any time during a calendar year. Each business or use wishing to display a temporary sign must apply for a temporary sign permit. Temporary sign permits shall expire at the end of each calendar year. No business may display temporary signage for more than one hundred twenty (120) days per calendar year. Businesses that wish to display temporary signage in excess of these provisions may apply for a permanent sign permit which shall be evaluated against the applicable district standards.
 - 2. Only one (1) portable sign may be displayed on a lot or at a shopping center, at any one time. Any portable sign displayed shall have a minimum sign setback of forty (40) feet from the centerline of any public right-of-way, or fifteen (15) feet from any front property line, whichever is greater.
 - 32. No business or establishment shall display more than two (2) temporary signs simultaneously and the total square footage of any temporary signs displayed at one time shall not exceed sixty (60) square feet. In commercial zoning districts, the total square footage of any temporary sign shall not exceed thirty-two (32) square feet. In all other zoning districts,

the total square footage of any temporary sign shall not exceed sixteen (16) square feet.

- (B) Real estate signs greater than sixteen (16) square feet in commercial or industrial zoning districts or greater than five (5) square feet in agricultural or residential zoning districts may be installed on a lot provided that each such sign does not exceed ninety-six (96) square feet in area, and has a minimum sign setback of fifteen (15) feet from any public right-of-way. All real estate signs must be removed within fourteen (14) days after the property has been sold or leased.
- (C) On premises construction signs may be installed on active construction sites. No construction sign shall exceed ninety-six (96) square feet in area. Any such sign must have a minimum sign setback of fifteen (15) feet from any public right-of-way. All construction signs must be removed from a construction site prior to the issuance of a certificate of zoning compliance for the building or project.

Sec. 30-93-9. Illuminated Signs.

- (A) Unless otherwise prohibited, signs may be illuminated either through the use of backlighting or direct lighting provided the following standards are met:
 - 1. Information on any illumination proposed as part of a sign must be provided by the applicant on the sign permit application.
 - 2. No light from any illuminated sign shall cause direct glare into or upon any building other than the building to which the sign is related.
 - 3. No light from any illuminated sign shall cause direct glare on to any adjoining piece of property, or any adjoining right-of-way.
- (B) Any sign containing electrical components shall conform to current UL, ETL, CSA, or ULC standards and display a label from one of these recognized testing labs; or as an alternative, shall be designed and constructed to standards that would allow one of the above referenced labels to be affixed and thereafter inspected by Roanoke County to insure compliance with these standards.

Sec. 30-93-10. Projecting and Suspended Signs.

- (A) No projecting or suspended sign shall extend more than six (6) feet from any wall or other structure to which it is affixed, nor shall any such sign have a setback of less than fifteen (15) feet from the nearest public right-of-way.
- (B) The bottom edge of any projecting or suspended sign must be at least seven (7) feet above the ground if located above any publicly accessible walkway or driveway.
- (C) No projecting or suspended sign shall project or suspend over an adjoining lot,

without the expressed written consent of the adjoining property owner.

Sec. 30-93-11. Repairs of Nonconforming Signs.

(A) Any sign which was lawfully in existence at the time of the effective date of this ordinance which does not conform to the provisions herein, and any sign which is accessory to a nonconforming use, shall be deemed a nonconforming sign and may remain except as qualified in subsection (C), below. No nonconforming sign shall be enlarged, extended, structurally reconstructed, or altered in any manner; except a sign head may be changed so long as the new head is equal to, or reduced in height, sign area, and/or projection, and so long as the sign is not changed from an on-premises sign to an off-premises sign.

(B) The addition of lighting or illumination to a nonconforming sign, shall constitute an expansion of a nonconforming structure, and shall not be permitted under these regulations.

~~(C) Nonconforming signs may remain, provided they are kept in good repair, except for the following:~~

- ~~1. A nonconforming sign which is destroyed or damaged to the extent exceeding fifty (50) percent of its replacement value shall not be altered, replaced or reinstalled unless it is in conformance with these sign regulations. If the damage or destruction is fifty (50) percent or less of its replacement value, the sign may be restored within ninety (90) days of the damage or destruction, but shall not be enlarged in any manner.~~
- ~~2. A nonconforming on-premises sign shall be removed if the structure or use to which it is accessory is destroyed or demolished to the extent exceeding fifty (50) percent of the principal structure's value.~~
- ~~3. Whenever a change of zoning occurs by petition of the owner, contract purchaser with the owner's consent, or the owner's agent upon a lot which contains a nonconforming on-premises sign, such sign shall not be permitted without being modified in such a manner as to be in full compliance with these sign regulations.~~

(C) Off-premises nonconforming signs may remain, provided they are kept in good repair. For purposes of this Ordinance, "good repair" of an off-premises sign subject to Chapter 7 of Title 33.1 of the Code of Virginia, means compliance with the "Criteria for Maintenance and Continuance of a Nonconforming Sign", set out in 24VAC30-120-170 of the Outdoor Advertising Sign Regulations. Off-premises signs are defined as "outdoor advertising signs" under Chapter 7 of Title 33.1 of the Code of Virginia. Failure of the owner of a nonconforming off premises sign subject to Chapter 7 of Title 33.1 of the Code of Virginia to keep the off-premises sign in "good repair" shall subject the owner to revocation of the state outdoor

advertising permit and the County sign permit for the sign structure. However, the provisions of subparagraph (E) of this section shall control in the event of destruction of, or damage to, an off-premises nonconforming sign.

(D) On-premises nonconforming signs may remain, provided they are kept in good repair but shall be removed if the structure or use to which it is accessory is destroyed or demolished to the extent exceeding fifty (50) percent of the principal structure's value. Whenever a change of zoning occurs by petition of the owner, contract purchaser with the owner's consent, or the owner's agent upon a lot which contains a nonconforming on-premises sign, such sign shall not be permitted without being modified in such a manner as to be in full compliance with these sign regulations.

(E) On-premises and off-premises nonconforming signs may remain, provided they are kept in good repair, except that an off-premise or on-premise nonconforming sign which is destroyed or damaged to the extent exceeding fifty (50) percent of the current replacement cost new of the entire sign or structure shall not be altered, replaced or reinstalled unless it is in conformance with these sign regulations. If the damage or destruction is fifty (50) percent or less of the current replacement cost new of the entire sign or structure, the sign may be restored within ninety (90) days of the damage or destruction, but shall not be enlarged or extended in any manner. For purposes of this section, "current replacement cost new" means the current replacement cost new of similar building materials as were used in construction of the destroyed or damaged sign structure.

Sec. 30-93-12. Damaged or Neglected Signs.

(A) The Building Commissioner of Roanoke County shall have the authority to order the removal, without compensation, of any sign or sign structure that due to neglect or damage poses a clear danger to the health, safety and welfare of the public.

Sec. 30-93-13. District Regulations.

(A) *AG-3 and AG-1 Zoning Districts.*

1. Lots within an AG-3 and AG-1 districts shall be allowed a maximum signage allocation not to exceed one-quarter (0.25) square foot of sign area per one (1) lineal foot of lot frontage.
2. The following signs shall be allowed in the AG-3 and AG-1 districts subject to the regulations contained herein:

Business Signs. Each permitted business shall be allowed a maximum of fifty (50) square feet of sign area, provided that the total signage on the lot does not exceed the allowable maximum as defined in

(1) above. Businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of twenty-five (25) square feet of signage.

Identification Signs. A maximum of thirty (30) square feet shall be allowed per use.

Home Occupation Signs. A maximum of two (2) square feet shall be allowed per home occupation, or group of home occupations within one (1) home.

Historic Site Signs. A maximum of fifteen (15) square feet shall be allowed per sign.

Temporary Signs. Temporary signs shall be allowed in accordance with Section 30-93-8.

3. No freestanding sign shall be allowed on any lot having less than ~~two hundred (200) feet of lot frontage~~ the minimum required lot frontage for the zoning district of the property. The required minimum separation for freestanding signs on a lot or lots under single ownership or control shall be two hundred fifty (250) feet. No freestanding sign shall be located within fifteen (15) feet of any other freestanding sign on an adjacent or adjoining lot.
4. ~~Any freestanding sign erected must have a minimum sign setback of forty (40) feet from the centerline of any public right-of-way, or fifteen (15) feet from any front property line, whichever is greater.~~ Minimum sign setback from front property line: fifteen (15) feet
5. ~~No freestanding sign shall exceed fifteen (15) feet in height.~~ Maximum sign height: fifteen (15) feet.
6. No establishment shall be allowed more than four (4) signs.

(B) AR, R-1, R-2, R-3, R-4 and R-MH Zoning District Regulations.

1. Lots within AR, R-1, R-2, R-3, R-4, and R-MH districts shall be allowed a maximum signage allocation not to exceed one-quarter (0.25) square foot of sign area per one (1) lineal foot of lot frontage.
2. The following signs shall be allowed in the AR, R-1, R-2, R-3, R-4 and R-MH districts subject to the regulations contained herein:

Business Signs. Each permitted business in a residential district shall be allowed a maximum of thirty (30) square feet of sign area,

provided that the total signage on the lot does not exceed the allowable maximum as defined in (1) above. Businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of twenty-five (25) square feet of signage.

Identification Signs. A maximum of thirty (30) square feet shall be allowed per use.

Historic Site Signs. A maximum of fifteen (15) square feet shall be allowed per sign.

Temporary Signs. Temporary signs shall be allowed in accordance with Section 30-93-8, ~~except that portable signs shall be prohibited.~~

3. No freestanding business sign shall be allowed on any lot having less than ~~two hundred (200) feet of lot frontage~~ **the minimum required lot frontage for the zoning district of the property**. The required minimum separation for all freestanding signs on a lot or lots under single ownership or control shall be two hundred fifty (250) feet. No freestanding sign shall be located within fifteen (15) feet of any other freestanding sign on an adjacent or adjoining lot.
4. ~~Any freestanding sign erected must have a minimum sign setback of forty (40) feet from the centerline of any public right of way, or fifteen (15) feet from any front property line, whichever is greater.~~ **Minimum sign setback from front property line: fifteen (15) feet**
5. ~~No freestanding sign shall exceed ten (10) feet in height.~~ **Maximum sign height: ten (10) feet.**
6. No establishment shall be allowed more than two (2) signs.
7. ~~Backlighting signs shall not be permitted in the R-1 zoning district.~~

(C) AV Village Center and NC Neighborhood Commercial District Regulations.

1. Lots within AV and NC districts shall be allowed a maximum signage allocation not to exceed one (1) square foot of sign area per one (1) lineal foot of lot frontage.
2. The following signs shall be allowed in AV and NC districts subject to the regulations contained herein:

Business Signs. Each permitted business in AV and NC districts shall be allowed a maximum of four hundred (400) square feet of sign area, provided that the total signage on the lot does not exceed the

allowable maximum as defined in (1) above. Businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of twenty-five (25) square feet of signage.

Identification Signs. Identification signs shall be subject to the same regulations as business signs within this district.

Historic Site Signs. A maximum of fifteen (15) square feet shall be allowed per sign.

Temporary Signs. Temporary signs shall be allowed in accordance with Section 30-93-8.

3. No on-premises freestanding sign shall be allowed on any lot having less than ~~one hundred (100) feet of lot frontage~~ the minimum required lot frontage for the zoning district of the property. The required minimum separation for freestanding signs on a lot or lots under single ownership or control shall be two hundred fifty (250) feet. No freestanding sign shall be located within fifteen (15) feet of any other freestanding sign on an adjacent or adjoining lot.
4. ~~Any freestanding sign erected must have a minimum sign setback of forty (40) feet from the centerline of any public right-of-way, or fifteen (15) feet from any front property line, whichever is greater.~~ Minimum sign setback from front property line: fifteen (15) feet
5. ~~No freestanding sign shall exceed fifteen (15) feet in height.~~ Maximum sign height: fifteen (15) feet
6. No establishment shall be allowed more than four (4) signs.

(D) C-1 Office District Regulations.

1. Lots within a C-1 district shall be allowed a maximum signage allocation not to exceed one-half (0.5) square foot of sign area per one (1) lineal foot of lot frontage.
2. The following signs shall be allowed in the C-1 Office District subject to the regulations contained herein:

Business Signs. Each permitted business in a C-1 district shall be allowed a maximum of five hundred (500) square feet of sign area, provided that the total signage on the lot does not exceed the allowable maximum as defined in (1) above. Businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of twenty-five (25) square feet of signage.

Identification Signs. Identification signs shall be subject to the same regulations as business signs within this district.

Historic Site Signs. A maximum of fifteen (15) square feet shall be allowed per sign.

Temporary Signs. Temporary signs shall be allowed in accordance with Section 30-93-8.

3. No on-premises freestanding sign shall be allowed on any lot having less than ~~one hundred (100) feet of lot frontage~~ the minimum required lot frontage for the zoning district of the property. The required minimum separation for freestanding signs on a lot or lots under single ownership or control shall be two hundred fifty (250) feet. No freestanding sign shall be located within fifteen (15) feet of any other freestanding sign on an adjacent or adjoining lot.
4. ~~Any freestanding sign erected must have a minimum sign setback of forty (40) feet from the centerline of any public right of way, or fifteen (15) feet from any front property line, whichever is greater.~~

Options for sign setbacks and height shall be as follows:

Option 1

Minimum sign setback from front property line: ten (10) feet

Maximum sign height: ten (10) feet

Option 2

Minimum sign setback from front property line: fifteen (15) feet

Maximum sign height: fifteen (15) feet

5. ~~No freestanding sign shall exceed fifteen (15) feet in height.~~

65. No establishment shall be allowed more than four (4) signs.

(E) C-2 General Commercial District Regulations.

1. Lots within a C-2 district shall be allowed a maximum signage allocation not to exceed one and one-half (1.50) square feet of sign area per one (1) lineal foot of lot frontage.
2. The following signs shall be allowed in the C-2 General Commercial District subject to the regulations contained herein:

Business Signs. Each permitted business in a C-2 district shall be

allowed a maximum of five hundred (500) square feet of sign area, provided that the total signage on the lot does not exceed the allowable maximum as defined in (1) above. Businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of twenty-five (25) square feet of signage.

Identification Signs. Identification signs shall be subject to the same regulations as business signs within this district.

Historic Site Signs. A maximum of fifteen (15) square feet shall be allowed per sign.

Temporary Signs. Temporary signs shall be allowed in accordance with Section 30-93-8.

3. No on-premises freestanding sign shall be allowed on any lot having less than ~~one hundred (100) feet of lot frontage~~ the minimum required lot frontage for the zoning district of the property. The required minimum separation for freestanding signs on a lot or lots under single ownership or control shall be two hundred fifty (250) feet. No freestanding sign shall be located within fifteen (15) feet of any other freestanding sign on an adjacent or adjoining lot.

Notwithstanding the above, the administrator may waive, in writing, the two hundred fifty-foot separation requirement between freestanding signs provided the administrator finds the following standards are met:

- a. No more than one (1) freestanding sign shall be allowed for each two fifty (250) feet of lot frontage, or portion thereof, under single ownership or control.
- b. The new freestanding sign is a monument sign with a maximum height of fifteen (15) feet and a maximum width of ten (10) feet.
- c. The placement of the sign in the desired location does not promote visual sign clutter on the property or surrounding area.
- d. In exchange for the placement of the new freestanding sign in the desired location, the applicant or property owner proposes, and agrees in writing to undertake, significant improvements to existing signage on the property. These improvements shall be designed to reduce existing sign clutter, enhance sign design, and promote the overall visual appearance of the property.
- e. All other sign ordinance requirements regarding the placement and size of the sign are met.

4. ~~Any freestanding sign erected must have a minimum sign setback of forty (40) feet from the centerline of any public right-of-way, or fifteen (15) feet from any front property line, whichever is greater.~~

Options for sign setbacks and height shall be as follows:

Option 1

Minimum sign setback from front property line: ten (10) feet

Maximum sign height: ten (10) feet

Option 2

Minimum sign setback from front property line: fifteen (15) feet

Maximum sign height: twenty-five (25) feet

5. ~~No freestanding sign shall exceed twenty-five (25) feet in height.~~
65. No establishment shall be allowed more than five (5) signs.

(F) *I-1 and I-2 Industrial Zoning District Regulations.*

1. Lots within I-1 and I-2 districts shall be allowed a maximum signage allocation not to exceed one and one-half (1.5) square feet of sign area per one (1) lineal foot of lot frontage.
2. The following signs shall be allowed in the I-1 and I-2 districts subject to the regulations contained herein:

Business Signs. Each business in an industrial zoning district shall be allowed a maximum of three hundred (300) square feet of sign area, provided that the total signage on the lot does not exceed the allowable maximum as defined in (1) above. Businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of twenty-five (25) square feet of signage.

Historic Site Signs. A maximum of fifteen (15) square feet shall be allowed per sign.

Identification Signs. Identification signs shall be subject to the same regulations as business signs within this district.

Temporary Signs. Temporary signs shall be allowed in accordance with Section 30-93-8.

3. No on-premises freestanding sign shall be allowed on any lot having less

than one hundred (100) feet of lot frontage the minimum required lot frontage for the zoning district of the property. The required minimum separation for freestanding signs on a lot or lots under single ownership or control shall be two hundred fifty (250) feet. No freestanding sign shall be located within fifteen (15) feet of any other freestanding sign on an adjacent or adjoining lot.

4. ~~Any freestanding sign erected must have a minimum sign setback of forty (40) feet from the centerline of any public right of way, or fifteen (15) feet from any front property line, whichever is greater.~~

Options for sign setbacks and height shall be as follows:

Option 1

Minimum sign setback from front property line: ten (10) feet

Maximum sign height: ten (10) feet

Option 2

Minimum sign setback from front property line: fifteen (15) feet

Maximum sign height: twenty-five (25) feet

5. ~~No freestanding sign shall exceed twenty-five (25) feet in height.~~

65. No establishment shall be allowed more than five (5) signs.

Sec. 30-93-14. Special Signage Districts and Regulations.

~~(A) Off-Premises Signs. Off-premises signs shall be allowed in the C-2, I-1, and I-2 Districts provided the following location and design standards are met:~~

1. ~~No off-premises sign shall be located within a five hundred foot radius of an existing off-premises sign, or an off-premises sign for which a valid permit has been obtained, but has not yet been erected.~~
2. ~~No off-premises sign shall be located within two hundred (200) feet of any residential zoning district, public square, park, school, library, or religious assembly property.~~
3. ~~No off-premises sign shall be allowed to be installed on any roof structure, nor shall any such sign exceed thirty five (35) feet in height above the abutting road.~~
4. ~~Side by side, double and multi-decker off-premises signs shall not be permitted.~~
5. ~~Any off-premises sign must have a minimum sign setback of forty (40) feet from the centerline of any public right-of-way, or fifteen (15) feet from any~~

~~front property line, whichever is greater. Any off-premises sign shall have a minimum side and/or rear yard setback of fifteen (15) feet.~~

~~6. The maximum size of any off-premises sign on a lot shall be three hundred seventy-eight (378) square feet plus ten (10) percent for embellishments.~~

(A) *Off-Premises Signs.* As of September 23, 2003, a cap shall be placed on the total number of off-premises sign structures in Roanoke County, including all conforming or nonconforming off-premises signs, as defined in this section.

1. Consolidation; Reconstruction of Existing Nonconforming Sign Structures. Existing off-premise sign structures that are nonconforming may be consolidated and reconstructed only in accordance with this section.

a. Applications to consolidate or reconstruct an existing off-premises sign structure shall be made to the Department of Community Development.

b. Applications to consolidate and reconstruct an existing nonconforming off-premises sign structure will be approved if approval of the building permit application will result in a reduction of the number of total off-premises sign structures in the County, thereby reducing the cap on the total number of off-premise sign structures in the County by the number of the nonconforming off-premise sign structures being removed.

c. The applicant for a building permit application may consolidate two single face billboard structures into one double faced structure, which may be a monopole structure.

d. No building permit application for the consolidation and reconstruction of an off-premises sign that is nonconforming will be approved unless it is accompanied by a demolition permit for an existing non-conforming off-premises sign, or combination of non-conforming off-premises signs, of at least equal sign area.

e. No permit for a consolidated and reconstructed off-premises sign that is nonconforming shall be issued until the existing off-premises sign(s), on the above mentioned demolition permit, are removed.

f. The Department of Community Development will review each application submitted under this section to confirm that the square footage of sign area of any consolidated and reconstructed sign structure does not exceed the square footage of the sign area on

the sign structure being demolished pursuant to this section, however, the Department shall consider the size of the existing sign face on the consolidated and reconstructed sign structure so that the second sign face being added is approximately the same size as the existing sign face on the consolidated and reconstructed sign structure. If the existing sign structure is being converted into a double faced monopole, the sign area of the consolidated and reconstructed sign shall not exceed 378 square feet, plus ten (10) percent for embellishments, and the height and setback of the sign shall remain the same, or be made more conforming.

- g. A permit issued by the County to consolidate and reconstruct a nonconforming off-premise sign structure in accordance with this section shall expire five years from the date of issuance.

2. Conforming Off-Premises Signs.

- a. Legally established off-premises signs, located within the C-2, I-1 and I-2 zoning districts, which meet the location and design standards in this section shall be considered conforming off-premises signs. All other off-premises signs shall be considered non-conforming.
- b. Tri-vision changeable messages shall be allowed on existing and replaced off-premises signs, located within the C-2, I-1 and I-2 zoning districts, which meet the location and design standards in this section. The minimum dwell time that an image must remain visible shall be ten (10) seconds. The maximum twirl time between image changes shall be three (3) seconds.
- c. Off-premises signs shall be conforming and be allowed in the C-2, I-1, and I-2 Districts provided the following location and design standards are met:
 - 1. No off-premises sign shall be located within a five hundred-foot radius of an existing off-premises sign, or an off-premises sign for which a valid permit has been obtained, but has not yet been erected.
 - 2. No off-premises sign shall be located within two hundred (200) feet of any residential zoning district, public square, park, school, library, or religious assembly property.
 - 3. No off-premises sign shall be allowed to be installed on any

roof structure, nor shall any such sign exceed thirty-five (35) feet in height above the elevation of the nearest edge of the abutting road, from which the sign is visible.

4. Side by side, double and multi-decker off-premises signs shall not be permitted.
5. Any off-premises sign must have a minimum sign setback of forty (40) feet from the centerline of any public right-of-way, or fifteen (15) feet from any front property line, whichever is greater. Any off-premises sign shall have a minimum side and/or rear yard setback of fifteen (15) feet.
6. The maximum size of any off-premises sign on a lot shall be three hundred seventy-eight (378) square feet plus ten (10) percent for embellishments.

- d. No application for construction of a conforming off-premises sign will be approved unless it is accompanied by a demolition permit for an existing conforming or nonconforming off-premises sign, or combination of off-premises signs, of at least equal sign area.
- e. No permit for a conforming off-premises sign will be issued until the existing off-premises sign(s) on the above-mentioned demolition permit, are removed.

(B) *Shopping Centers.* Within shopping center square footage that existed prior to the adoption of this ordinance, new or existing businesses may modify or replace their existing attached signs provided the area of the modified or new signage is equal to or less than the original displayed signage. Modifications to freestanding signs shall be in accord with the district regulations.

In addition, notwithstanding the provisions of Section 30-93-13(E)2., within enclosed shopping centers exceeding two hundred fifty thousand (250,000) gross floor area, businesses that request sign permits for lots that meet or exceed their allowable sign allocation shall be allowed a maximum of one hundred (100) square feet of signage, provided the business has a minimum gross floor area of thirty-two thousand (32,000) square feet, and the sign displayed shall be located a minimum of three hundred (300) feet from the closest public right-of-way.

(C) *Planned Developments.* A signage plan shall be submitted as part of any proposal for a Planned Residential Development (PRD), Planned Commercial Development (PCD), or Planned Technology Development (PTD) as authorized elsewhere in this ordinance. The signage plan shall be part of the required

preliminary development plan. All signage plans shall be of sufficient detail to allow the commission and board to judge the compatibility of the proposed signage with the character of the proposed PRD, PCD or PTD. At a minimum, all signage plans shall provide information on the general size, location, style, color, and materials of all signs proposed. In evaluating the PRD, PCD or PTD proposal, the commission and board shall consider the appropriateness of the proposed signage plan in relation to the character of the proposed development, and the surrounding area.

- (D) *Airport Overlay District.* The allowable height of signs within any established Airport Overlay District shall be governed by the height restriction for that district, or the height restriction imposed by the applicable district regulation, whichever is more restrictive.
- (E) *Lots without Public Street Frontage.* Lots without public street frontage that existed upon the effective date of this ordinance shall be allowed signage based upon the applicable district regulations as provided for in Section 30-93-13 of this ordinance. Permitted signage shall be calculated based upon the frontage width of the lot that parallels the nearest public street.
- (F) *Clearbrook village overlay district.* Signage within the Clearbrook village overlay district should be planned, designed and installed to complement a buildings architectural style. All signage within the Clearbrook village overlay district shall comply with C-1 office district regulations with the following exceptions:
1. Lots within the Clearbrook village overlay district shall be allowed a maximum signage allocation not to exceed one (1) square foot of sign area per one (1) lineal foot of lot frontage.
 2. Signage placed on a building wall shall occupy less than five (5) percent of the facade of that wall.
 3. All freestanding signs shall be of a monument design and shall meet the following criteria:
 - a. Monument signs, including their structure, shall not exceed seven (7) feet in height, or ten (10) feet in width.
 - b. Signs shall be channel lit, ground lit, or top lit with a shielded light source so as not cast light onto the path of traffic or on any adjacent road or property.
 4. No establishment shall be allowed more than three (3) signs.
 5. A maximum of two (2) directional signs shall be allowed per lot, and no directional sign shall exceed two (2) square feet in size.

6. The following signs shall be prohibited in the Clearbrook village overlay district:
 - a. Off-premises signs.
 - b. Temporary signs.
 - c. Portable signs.
 - d. Roof signs.

(Ord. No. 42694-12, § 25, 4-26-94; Ord. No. 72595-9, § 1, 7-25-95; Ord. No. 042799-11, § 1d., 4-27-99)

Sec. 30-93-15. Variances.

(A) Requests for variances to these sign regulations shall follow the procedures outlined in Section 30-24 of the Zoning Ordinance. The ~~b~~Board of ~~z~~Zoning ~~a~~Appeals, in considering any variance request, shall follow the guidelines of this section, and section 15.2-2309 of the Code of Virginia, (1950), as amended. The power to grant variances does not extend to an economic hardship related to the cost, size or location of a new sign, or to the convenience of an applicant, nor should it be extended to the convenience of regional or national businesses which propose to use a standard sign when it does not conform to the provisions of this section.

(Ord. No. 042799-11, § 1a., 4-27-99)

Sec. 30-28, Definitions

Freestanding sign: A sign which is supported by structures or supports ~~in or upon the ground,~~ and is permanently affixed to the ground, and is independent of any support from any building.

Portable sign: A ~~freestanding temporary~~ self-supported sign that is designed to be moved easily, and is not permanently affixed to the ground, including but not limited to portable changeable message cabinets and sandwich signs.

Replacement cost value: The cost of restoring a damaged ~~building or~~ structure to its original condition. Replacement cost value shall include reasonable estimates of the cost of materials and labor, and shall be compared with the ~~assessed value as determined by the county assessor~~ current cost of materials and labor of the entire structure to determine the percentage of the cost of improvements.

Roof sign: A sign attached to a building, wall, or the roof of a building in which the sign height exceeds the highest point of the building.

Temporary sign: Any sign ~~structure which is not permanently~~, other than a portable sign, which is temporarily affixed to the ground, a building or other structure, including, but not limited to banners and flags, and/or an on-premise sign applying to a seasonal or brief activity such as, but not limited to, summer camps, horse shows, yard sales, Christmas tree sales, business promotions, auctions and carnivals. For the purposes of these regulations, on-premises real estate signs and signs displayed on active construction projects shall be considered temporary when displayed in accordance with Section 30-93-8.

2. That this ordinance shall be effective from and after is adoption.

On motion of Supervisor Altizer to adopt the ordinance with the deletion of Paragraph 7 of Sec. 30-03-13 District Regulations (B) "Backlighted signs shall not be permitted in the R-1 zoning district," and carried by the following recorded vote:

AYES: Supervisors Flora, Church, Minnix, Altizer, McNamara

NAYS: None

A COPY TESTE:

Brenda J. Holton, CMC
Deputy Clerk to the Board of Supervisors

cc: File

Circuit Court

Clifford R. Weckstein, Judge
William Broadhurst, Judge
Robert P. Doherty, Jr., Judge
Jonathan M. Apgar, Judge
James R. Swanson, Judge
Charles N. Dorsey, Judge
Steven A. McGraw, Clerk

Juvenile Domestic Relations District Court

Joseph M. Clarke, II, Judge
Philip Trompeter, Judge
John B. Ferguson, Judge
Joseph P. Bounds, Judge
Ruth P. Bates, Clerk
Intake Counsellor

General District Court

George W. Harris, Judge
Vincent Lilley, Judge
Julian H. Raney, Judge
Jacqueline F. Ward Talevi, Judge
Francis W. Burkart, III, Judge
Theresa A. Childress, Clerk

Gerald Holt, Sheriff
Paul Mahoney, County Attorney
Randy Leach, Commonwealth Attorney
Magistrates Sherri Krantz/Betty Perry
Main Library
Ray Lavinder, Police Chief
Richard Burch, Chief of Fire & Rescue
Roanoke Law Library, 315 Church Avenue, S.W., Rke 24016
Roanoke County Law Library, Singleton Osterhoudt
Roanoke County Code Book
John M. Chambliss, Jr., Assistant County Administrator
Dan O'Donnell, Assistant County Administrator
Diane D. Hyatt, Chief Financial Officer
O. Arnold Covey, Director, Community Development
Janet Scheid, Chief Planner
Gary Robertson, Director, Utility
Rebecca Owens, Director, Finance
David Davis, Court Services
Elaine Carver, Director, Information Technology
Anne Marie Green, Director, General Services
Thomas S. Haislip, Director, Parks, Recreation & Tourism
William E. Driver Director, Real Estate Valuation
Alfred C. Anderson, Treasurer
Nancy Horn, Commissioner of Revenue